



Beyond expectations

Global trends in high speed rail

Right now China is leading the world with investment in new high speed rail networks to link up urban centres across the country.

Soon you will be able to take a high speed train starting here in Hong Kong and travel to all four corners of China.



Global trends in high speed rail

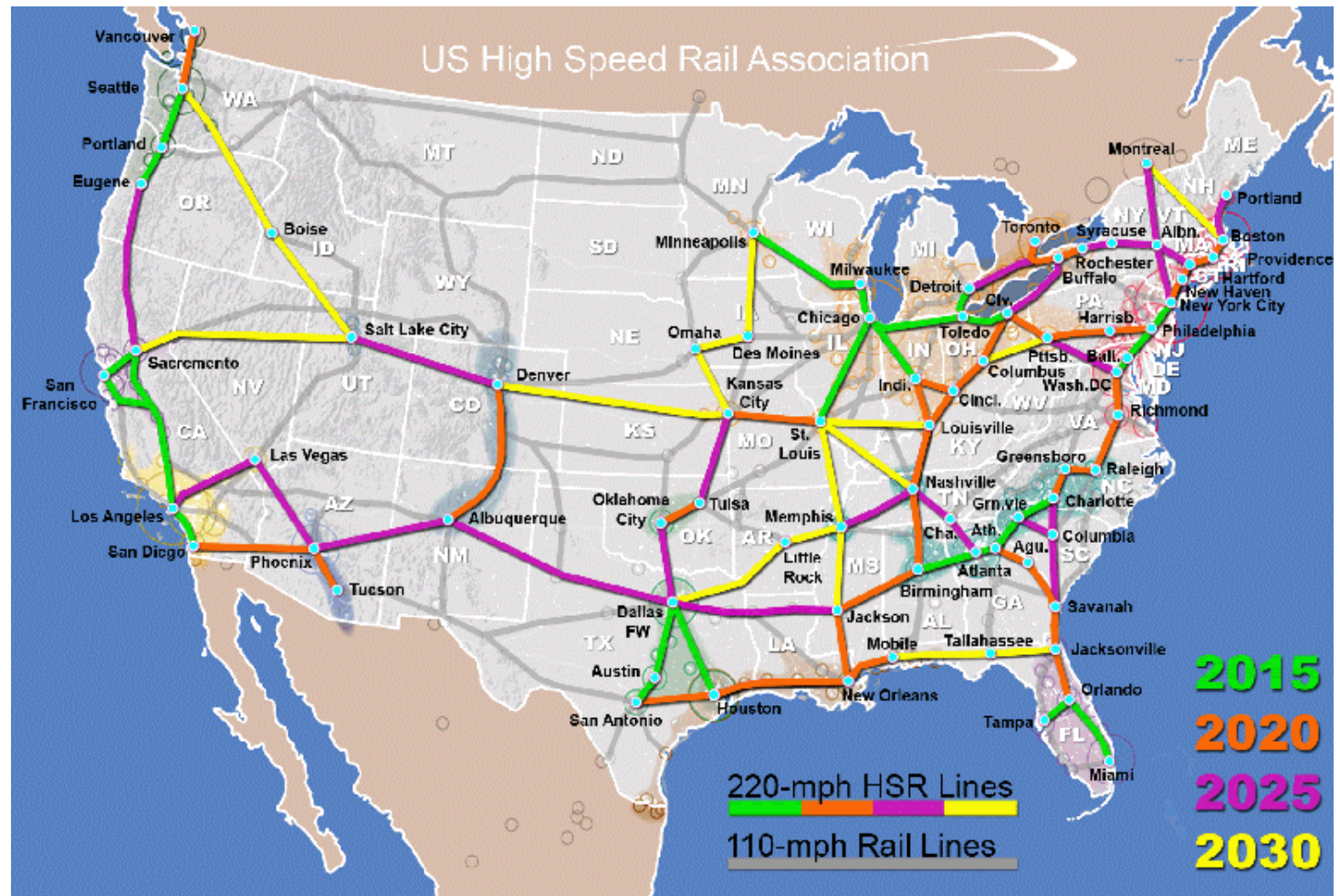
Europe has a well established railway network and spending on new high speed lines is gathering pace to link up countries across borders:

- Interoperability through the Channel Tunnel links up the UK with high speed networks in France and Germany
- New plans for HS2 to link London with the Midlands and the north



Global trends in high speed rail

America is being urged to invest 8 Billion dollars by Obama's government to implement an ambitious country wide high speed network



Global trends in high speed rail

What impact will this have?

- Greatly reduced journey times between city centres.
- Seamless journey experience from city centre to city centre
- Genuine alternative to airline travel
- Considerable reduction in emissions when compared to airline travel

For example, "on the Eurostar, emissions from travelling by train from London to Paris are 90% lower than by flying"



What are the future design opportunities?

Passenger research studies, carried out for Eurostar, show that:

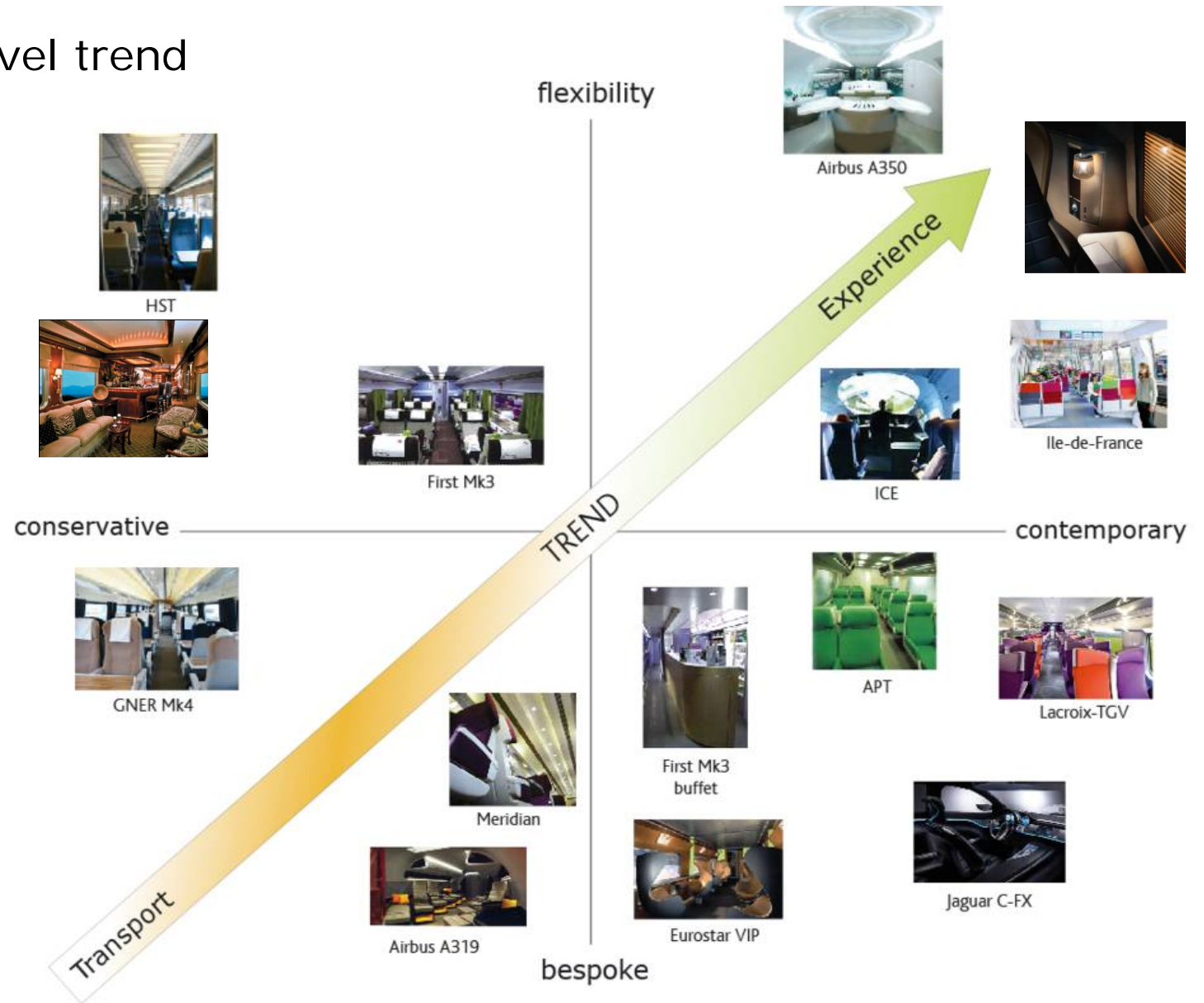
- Business travellers are prepared to spend up to four hours on their journey if they can work
- Train travel allows uninterrupted opportunities to work via laptops and mobiles en route
- Time saved by travelling city centre to city centre aids productivity
- Travellers prefer the freedom and flexibility of direct boarding



Identifying the travel trend

Mobility and transport is no longer seen as purely the means to get from A to B

There is a clear trend towards travel being seen as an experience to be enjoyed whilst providing somewhere to work and or socialise.



The current 1st class rail offer



- Regimented rows of seats
- Lack of individual control of seat position and location
- Uniform appearance without an engaging character or visual interest
- Open plan interiors with no privacy or space to do your own thing



The new British Airways 1st Class

The airline alternative

Business and 1st class seats have proved to be commercially successful for flights of 2 hours upwards.

Airline 1st & business class offer:

- Personal control of reading light, laptop power and seat recline
- Entertainment through seat mounted displays
- Greater legroom and seat space
- Controlled passenger numbers



The business case for premium class interior

The current commercial case for a premium first class service is hampered by a virtual circle

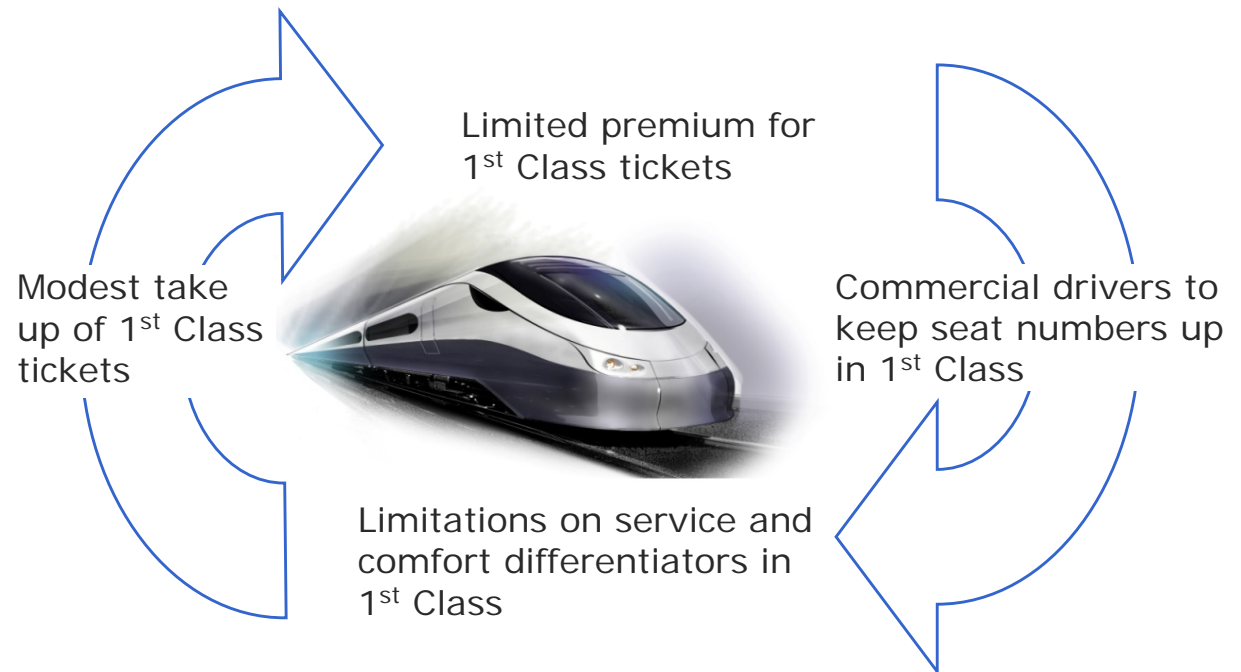
“ maximising seat numbers restricts the service offer hence limiting the commercial return ”

What is needed is a step change in approach that offers a genuine upgrade in service provided by

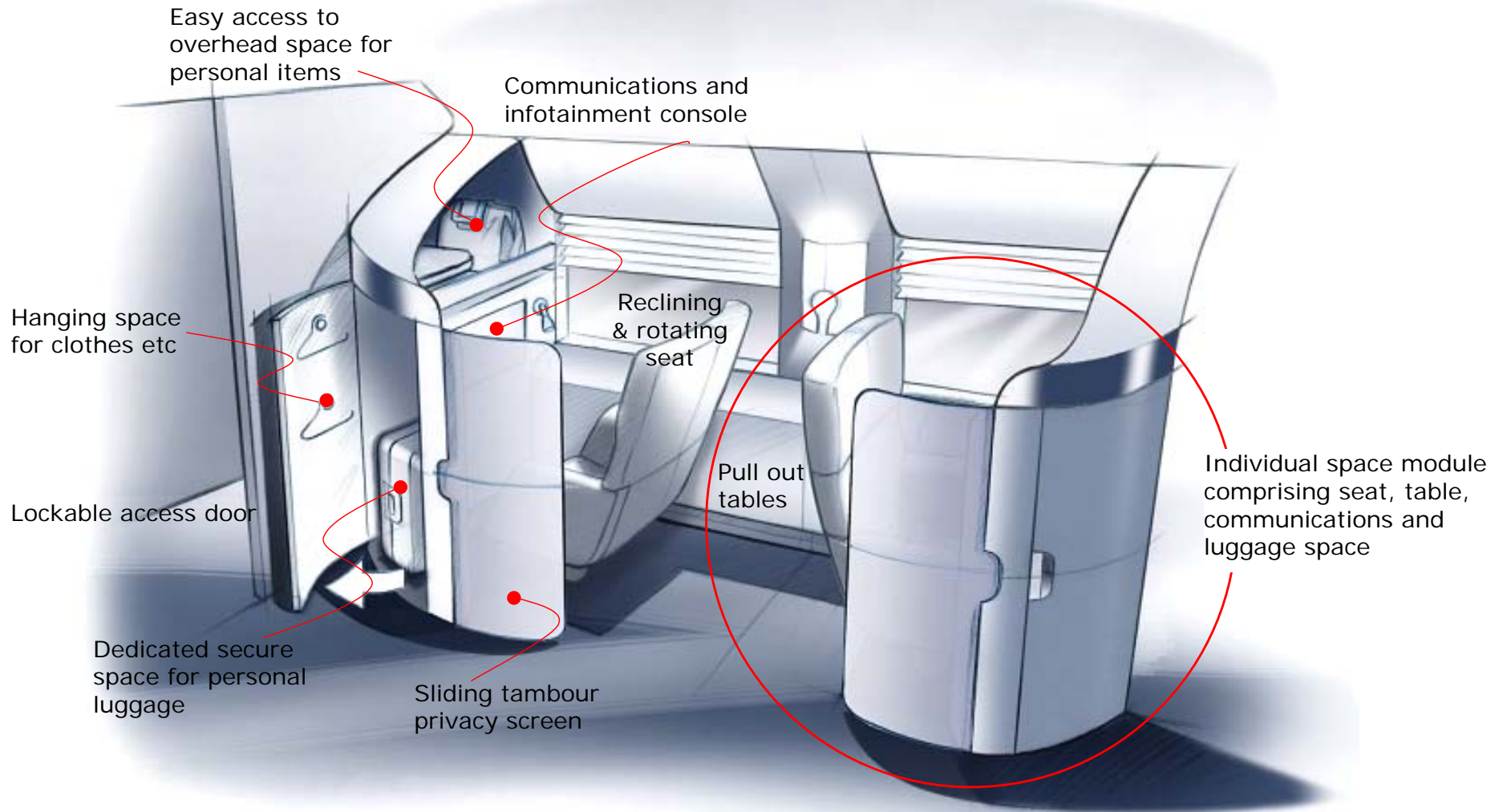
“reducing seat numbers”

“improving the service offer”

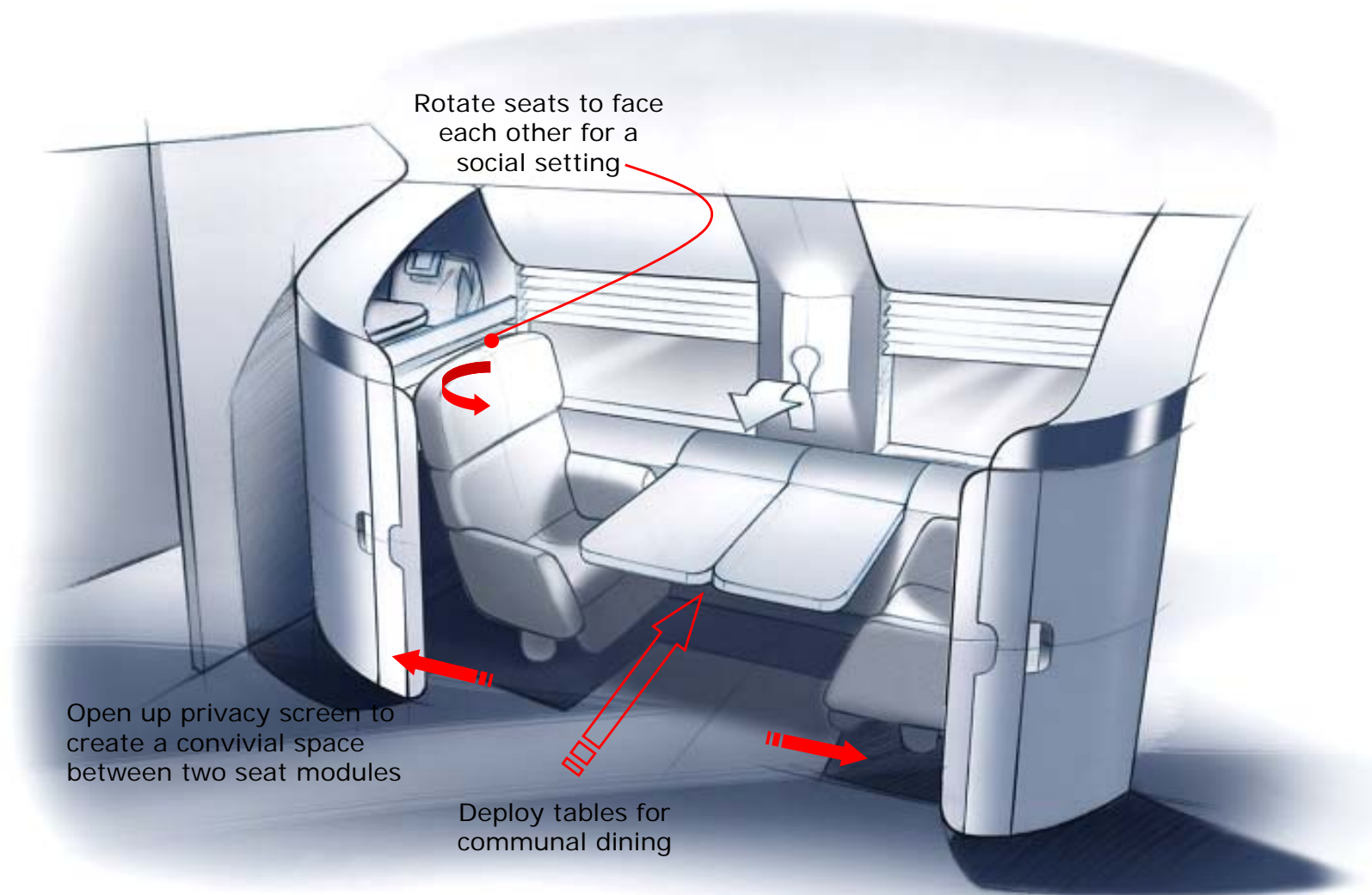
“increasing the personal space dedicated to each passenger”



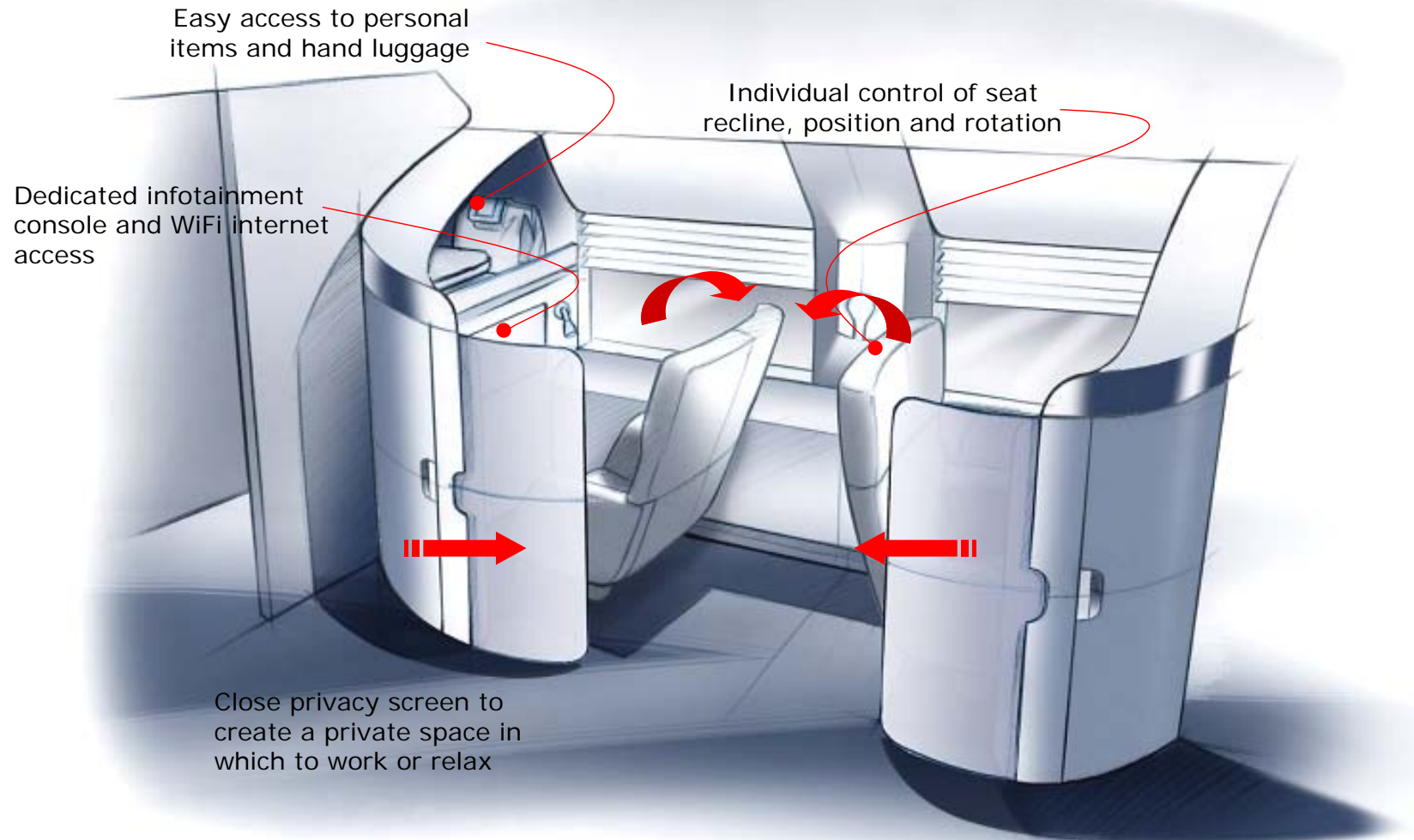
'My travel space concept'



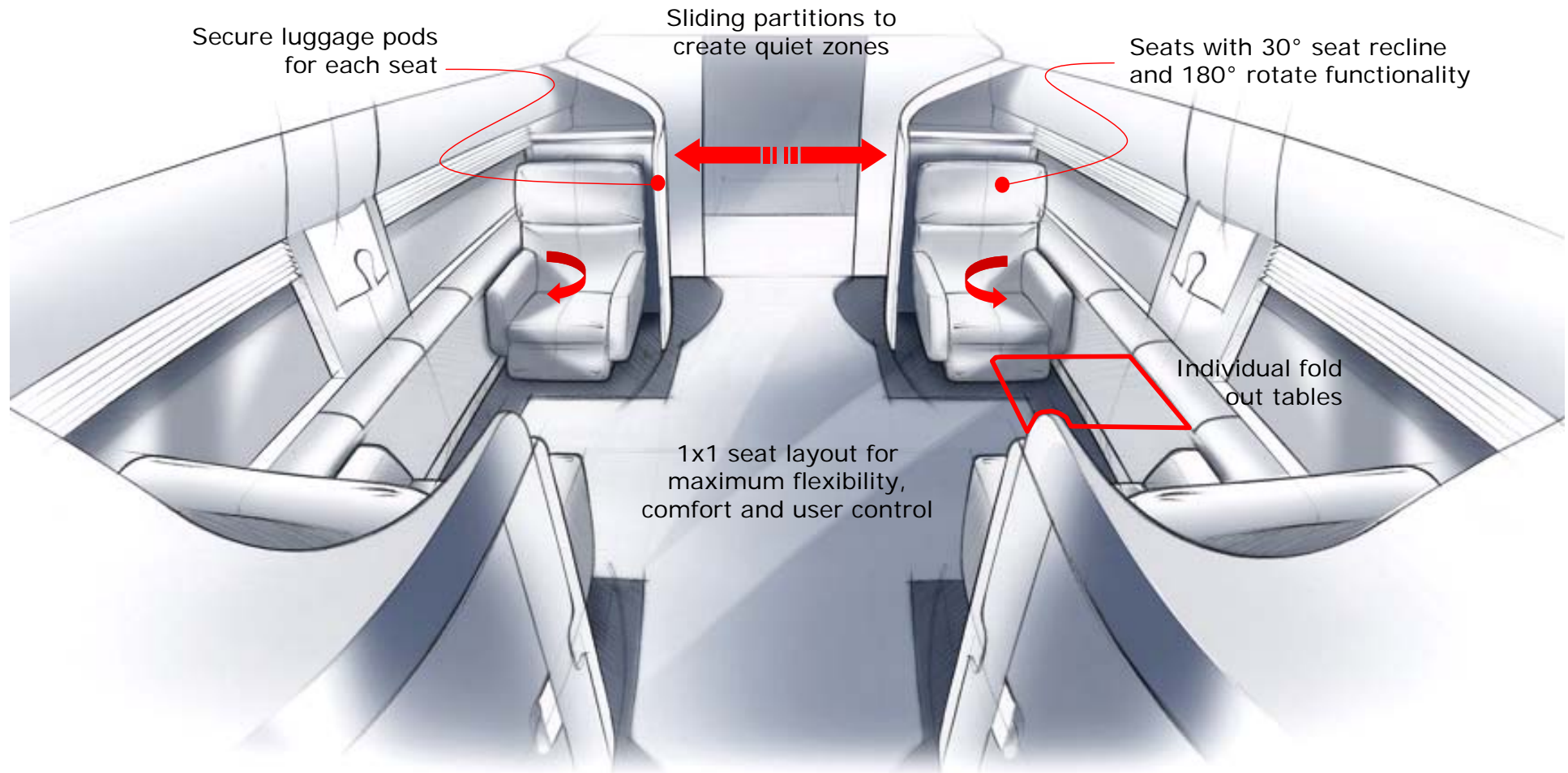
'My travel space concept' – social mode



'My travel space concept' – privacy mode

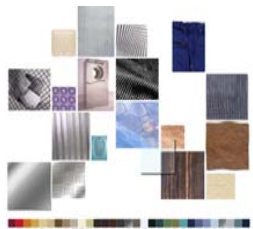


'My travel space' – flexible layout



Beyond the expected – quality touch points and finishes

In-mould film finishes to panels creates excellent visual surface quality and well diffused light reflections

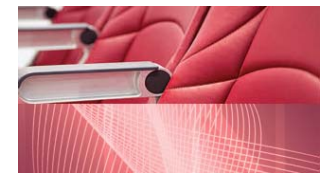


Smart fabrics, flat woven textiles and Wilton carpets provide the right level of tactile quality



Wood finishes to create a welcoming ambiance and visual appearance

E-Leather creates the look and feel of leather whilst being fire retardant, hard wearing and lightweight



Satin finish metallic paints provide an authentic quality finish on a range of different substrates



Beyond the expected – a premium class railway interior concept

thank you